

Abstract

Methods and systems for monitoring the efficacy of a marketing campaign or project. In one embodiment, a customer database stores information about each customer of a firm or business. A number of marketing project parameters are then defined, and
5 run against the information in the customer database to identify those customers that are likely to be interested in a marketed product. The identified customers are notified about the marketed product, preferably through a representative of the firm or business. Then, each sale of the marketed product to the identified customers is recorded. A marketing project efficacy indicator can then be determined by, for example, comparing the number
10 of customers that were notified about the product with the number of customers that actually purchased or did not purchase the product, preferably within a given time period. Preferably, marketing efforts can then be refined based on a timely analysis of the marketing project efficacy.